

REMARKS

This amendment accompanies a request for continued examination. A petition for two-month extension of time, and payment (by credit card authorization) for the requisite fees for the RCE and the difference between a two-month extension and one-month extension (the fee for which has already been paid), are submitted herewith. In the event any additional fees are due, kindly charge the cost thereof to our Deposit Account No. 13-2855.

Status of the Claims

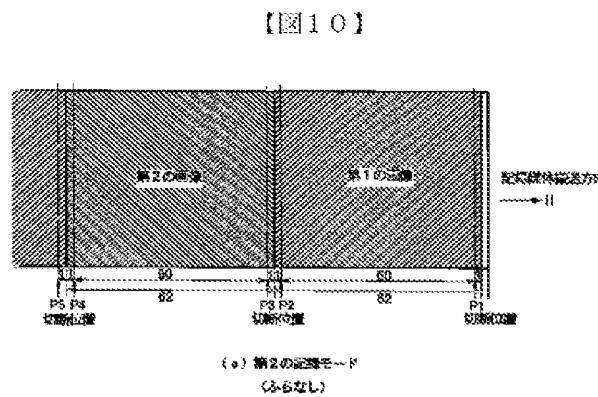
Claims 48-53, 57, 58, and 69-74 are pending in the present application. Claims 48, 58, and 74 are hereby amended to delete the language “one of” and to delete “and a boundary between the first and second images that is unclear”. Minor clarifying amendments are also made to claims 48 and 58 to make the claims read better and to obviate antecedent basis objections. None of the amendments add any new matter.

Response to Claim Objections

Claims 48 and 52 were objected to based on incorrect antecedent basis issues. In view of the amendments to claims 48 to change “the processor is configured to cause the at least one of said at least one print heads is arranged to start printing an image on said image receiving medium on one side of said partial cut provided by said cutter and to continue printing the second image on the other side of said partial cut” to “the processor is configured to cause the at least one of said at least one print head to start printing the second image on one side of said partial cut provided by said cutting mechanism and to continue printing the second image on the other side of said partial cut”, it is respectfully submitted that the objections to claims 48 and 52 have been overcome. Withdrawal of the objections is respectfully solicited.

Response to Claim Rejections

Claims 48-53, 57, 58, and 60-74 were rejected under 35 USC § 103 as allegedly obvious from Sugaya et al., JP 2001-310514 (“Sugaya”) in view of Niwa, US Patent No. 6,113,294 (Niwa). It is respectfully submitted that Sugaya does not disclose or suggest the feature of wherein the at least one printhead prints a first background for one label and a different, second background for a second, subsequent label *in a manner such that there is a region between which the first and second backgrounds meet to provide a blend between the first and second backgrounds*, as recited in independent claims 48, 58, and 74, as amended. Referring to Fig. 10a of Sugaya, reproduced below, it is respectfully submitted that what are illustrated are two labels, label 1 and label 2, printed adjacent to one another:



Two cuts P2 and P3 are made on either side of the line along which the two labels are joined. However, it is respectfully submitted that there is not a blend between these two labels. To the contrary, the different orientations of the hatching of the respective labels 1 and 2 in Fig. 10a of Sugaya conveys to a person of ordinary skill in the art one label that stops at the boundary between the two labels, and another label that starts at the boundary. In

other words, according to Sugaya there is a clear demarcation between the two labels, where the first image concludes and the second image originates.

In an Advisory Action dated June 9, 2011, it was indicated that Sugaya is considered to disclose an area between the first and second backgrounds are where two backgrounds are joined, and therefore capable of being unclear depending on the backgrounds printed. In light of these comments, without conceding the merits of such an interpretation of Sugaya, the Applicants amended independent claims 48, 58 and 74 to delete reference to a boundary between the first and second images that is unclear. It is respectfully submitted, however, that even combining or modifying Sugaya according to Niwa would not result in the Applicants' claims, inasmuch as Niwa similarly lacks any teaching or suggestion of a printhead printing a first background for one label and a different, second background for a second, subsequent label in a manner such that there is a region within which the first and second backgrounds meet to provide a blend between the first and second backgrounds, as still recited in the amended claims. Claims 48, 58, and 74, and the claims depending therefrom, are therefore believed to be non-obvious and allowable over the proposed combination or modification of Sugaya in view of Niwa.

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Conclusion

In view of the foregoing, the Examiner's reconsideration and favorable action are respectfully solicited.

Dated: June 20, 2011

Respectfully submitted,

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